

25 YEAR RE-REVIEW

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CENTRAL INTELLIGENCE GROUP

C.I.G. DIRECTIVE NO. \_\_\_\_\_

STUDY OF SAMPLING TECHNIQUES AS APPLIED TO INTELLIGENCE

Memorandum by the Director of Central Intelligence

1. During the course of many years civilian and governmental agencies have developed a technique known as "sampling", sometimes called public opinion polls. The use of this technique may prove extremely valuable to Intelligence agencies.

2. In order to determine the value and practicability of the sampling technique, the Central Intelligence Group will conduct a study of the method as it might be applied to intelligence information collection.

3. The study will consider but not be limited to the following:

- a. Reliability in the opinion field.
- b. Reliability in the factual field.
- c. The proportion of all such surveys which can be conducted by overt methods.
- d. Coordination required in the preparation, conduct, and analysis of the surveys.
- e. Allocation of surveys by a central agency.
- f. Procurement of the services of a civilian consultant by a central agency for the assistance of all departments.
- g. Existing facilities for the preparation, conduct, and analysis of surveys.

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h. Provisions in the departments concerned for the retention or acquisition of skilled personnel or equipment. Further provisions required.

i. Associated budgetary provisions.

4. The Central Planning Staff, C.I.G., will conduct the study. It will be authorized to call for personnel indicated in paragraph 5 below for consultation and to give such oral or written reports as may be required for the purposes of this study.

5. Each member of the Intelligence Advisory Board is requested to designate a representative to arrange details with the Support Branch, Central Planning Staff, including the designation of personnel authorized to give information for the purposes of this study. The designation of appropriate contact personnel in other Federal agencies will be arranged for as necessary.

6. Central Planning Staff will submit its findings, conclusions, and recommendations to the Director of Central Intelligence, who will then take appropriate action.

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